

CONTROL 1192

20 Feb 75
1832

POL-12

DEPARTMENT OF STATE TELEGRAM

 INDICATE
☐ COLLECT
☐ CHARGE TO

 E.O. 11652: GDS
 TAGS: PINS, ASEC, AR
 SUBJECT: AAA Warning to Pepsico Executive

ACTION: SecState WASHDC

CONFIDENTIAL BUENOS AIRES 1192

REF: State 033000

1. Embassy is unaware of any similar instances as described in reftel where right-wing terrorists have warned businessmen against possible attack by left-wing terrorists. This is also the first time in which the "Agrupacion Ibarzabal" has surfaced.
2. One possible explanation is that this is a variation of a form of extortion which has befallen various foreign-owned companies in recent months. In exchange for money or some preferential treatment (i.e. in deliveries), an offer is made to eliminate troublesome leftists.

~~HILL~~

 DRAFTED BY: *WV*
 POL:DCJett:cc

CLEARANCES:

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 POL/R:DISmock *ms*
 LEGAT:RWScherrer *RW*
DRAFTING DATE
2/20/75TEL. EXT.
121
 CONTENT AND CLASSIFICATION APPROVED BY:
 POL:JSSmith
 AMBASSADOR ROBERT C. HILL
 DCM:JJMontllor *Jm*

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FORM FS-413
11-72

CLASSIFICATION

ACTION-COPY

R 131405Z FEB 75

FM SECSTATE WASHDC

075 FEB 13 11 42 *gitt*

TO AMEMBASSY BUENOS AIRES 2780

BT

~~CONFIDENTIAL~~ STATE 033000

E.O. 11652: GDS

TAGS: PINS

SUBJECT: AAA WARNING TO PEPSICO EXECUTIVE

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THE AMBASSADOR

2/14/75

LEGAL ATTACHE ROBERT W. SCHERRER

AAA WARNING TO PEPSICO EXECUTIVE

Reference State Department telegram, 2/13/75, under the above caption.

Attached for each recipient is a machine copy of a letter in the Spanish language directed to the Pepsico International Director for Argentina, Dr. Hector Caram Andruet, from the AAA-Agrupacion Ibarzabal, together with transmittal envelope which bears a Buenos Aires postmark dated 1/24/75. The attachment was made available by Gerardo J. Nogueira, Pepsico International South American Financial Director, Maipu #942, Buenos Aires, on 2/14/75.

FOIA(b) (3) - 50 USC 3024(i) (1) - Intelligence Sources and Methods

On 2/13/75, at approximately 3:10 P.M., I attempted to contact Dr. Caram Andruet at his private unlisted telephone number, [REDACTED]. I utilized a direct private line from my office to make this call. Upon learning that Dr. Caram Andruet was on vacation in Punta del Este, I spoke with Mr. Nogueira, identified above, with whom I had previous contact on several Pepsi-Cola extortions and kidnappings. In general terms, I told Nogueira that information had been received in Washington by means of a letter mailed from Buenos Aires regarding a Pepsico executive and his projected visit to Argentina. Nogueira immediately told me he knew about the matter and said that Pepsico had received a similar letter locally. No mention was made of the AAA-Agrupacion Ibarzabal or the identity of Norman Heller. At this point in the conversation, a male voice broke in and stated in the Spanish language, "Don't say anymore, the ERP is aware of this." After the unidentified individual made the statement, the connection was broken.

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Classified By 5931
Exempt from General Declassification
Schedule of Executive Order 11652
Exemption Category 5B(2)
Automatically declassified on INDIST

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RE: AAA WARNING TO POPSICO EXECUTIVE

apparently by the unknown individual, and Negueira had to call
to check.

On 2/14/75, I personally met with Negueira, who advised
that Norma Hollar was presently in Rio de Janeiro and intends
to fly directly from Rio de Janeiro to Montevideo on 2/15/75, where
he will continue on to Punta Del Este and meet with Dr. Carlos
Andruet. Negueira advised that Hollar does not intend to visit
Argentina.

Negueira advised that the enclosed Spanish language
letter was received by the Popsico Buenos Aires Office on or about
January 26, 1975. Initially, Popsico officials in Buenos Aires
thought the enclosed letter was some form of a joke. However,
several days later, information was received from Popsico Head-
quarters in Purchase, New York, indicating that a similar letter
in the English language had been received from the AAA-Agrupacion
Ibarzabal. Negueira noted that Hollar's projected visit to
Argentina was not generally known at the Popsico, Buenos Aires
Office and information concerning Hollar's trip was limited to
approximately eight Popsico officials and six or seven secretarial
and clerical personnel. Negueira did know, however, that Hollar's
projected Argentine visit was discussed on the telephone, noting
that Dr. Carlos Andruet has been on vacation for the past three
weeks, which necessitated telephonic advice to him on Hollar's
visit.

Negueira was extremely upset over the interference in
our telephone conversation on 2/13/75 and stated that the Federal
Police of Argentina (FPA) had been advised of the incident.
Negueira stated that the FPA claimed that Dr. Carlos Andruet's
private telephone was not subjected to any official government
tap and that if the telephone had been tapped, it was an illegal
installation.

Negueira promised to promptly contact me, should any
additional communication be received from the AAA-Agrupacion
Ibarzabal.

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RE: AAA WARNING TO PEPSICO EXECUTIVE

Observations:

B025x1

According to FPA

The Agrupacion Ibarzabal of the AAA had never previously surfaced. The Agrupacion Ibarzabal is obviously linked after assassinated Argentine Army Colonel Jorge Roberto Ibarzabal, who was kidnapped by the ERP during a January, 1974 raid on the Azul Army Garrison. After being held captive for several months, Col. Ibarzabal was assassinated by his ERP captors when the Buenos Aires Provincial Police stumbled across a van in which he was being transported.

The fact that the AAA-Agrupacion Ibarzabal chose to communicate with PepsiCo Headquarters in New York and with the PepsiCo, Buenos Aires Office to warn them of some projected action against a high PepsiCo official, is extremely unusual. Noting that there is no formal AAA organization and that individuals who participate in AAA activities come from various sectors of the Argentine Government, including the FPA, the various Provincial Police Departments, Ministry of Labor, the CGT and the Ministry of Social Welfare among others, it is highly unusual that should authentic information concerning a terrorist threat against a PepsiCo executive be developed through the course of extra-curricular AAA activities, this information would normally be passed to PepsiCo through the Federal Police of Argentina or some other responsible government agency.

It is noted that during the past several months, various important foreign-owned companies in Argentina have been the victims of sophisticated form of extortion. A case in point is the Chrysler Corporation, which has been approached by an individual to secure preferred delivery of Chrysler vehicles for various friends, dealerships in which this individual obviously has a financial interest. In exchange for this preferential treatment, the individual promised Chrysler that he would "eliminate" troublesome leftists who had infiltrated the Chrysler Corporation labor sector. There have been other instances of rightist labor elements approaching the directors of foreign companies in Argentina to offer their services to eliminate leftist threats against the companies for a fee.

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RE: AAA WARNING TO PEPSICO EXECUTIVE

It is my personal opinion that the AAA-Agrupacion Ibarzabal warning to Pepsico may be the preliminary step in setting up a future approach to Pepsico in Buenos Aires to secure some form of financial remuneration as a reward for the AAA Agrupacion Ibarzabal's diligence in warning regarding Heller's trip. The interception and interference of the telephone call between myself and Nogueira on 2/13/78 would indicate to me that the individual or individuals responsible for this action probably have some official or quasi-official government status.

The FPA advise that there is no available information indicating that the AAA has ever warned any businessman, U. S. or Argentine, of a projected future terrorist action against them.

EO25x1

Dr
Héctor Caram Andruet
Pepsi-Cola Argentina
Matpá 942
CAPITAL FEDERAL



Informes recibidos indican que Grupos Especiales
iniciarán acciones en febrero a la llegada alto
funcionario de esa empresa internacional, contra
instalaciones y funcionarios locales.
Sugerimos cancelación viaje a fin evitar repercu-
siones e deterioro imagen de la república.

AAA - AGRUPACION IBARZABAL

2/14/55
R.A.